

## NEWS RELEASE

### **For Immediate Release**

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### **Roanoke County Seeks Community Input for Strategic Plan**

**January 6, 2016** — Over the next several months, Roanoke County will be seeking input from its residents to help develop a five-year community strategic plan. When complete, the plan will provide a direction for the County that reflects the core values of the community, as well as a framework for policies, operations, and service delivery decisions.

Residents can take part in the process by joining focus groups organized around broad topics such as Economic Development, Education, Public Safety, Transportation, Quality of Life, and Health and Well-Being. Focus group participants will work with Board of Supervisors members and County staff to create a plan that will shape Roanoke County's future.

"Creating a community strategic plan is a process that needs active participation from Roanoke County's leaders and citizens alike," said Dan O'Donnell, Assistant County Administrator and Strategic Plan Coordinator. "This is an opportunity for people to voice their opinions and make a difference in their community."

In the fall of 2015, the Board of Supervisors approved moving forward with developing the community strategic plan. The County contracted with Roanoke College's Institute for Policy and Opinion Research to perform a random telephone survey to include what Roanoke County citizens think are the most important issues facing the County over the next five years, along with rating the importance and quality of public services the County currently offers. Those survey results serve as the basis for the focus group discussions.

Focus groups will meet between February and April, 2016 at several locations across Roanoke County. People can learn more about the community strategic plan and sign up for a focus group at [www.RoanokeCountyVA.gov/CSP](http://www.RoanokeCountyVA.gov/CSP). All focus group meetings will be open to the public.

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